



Decision in Shopping In the Charity of an Islamic Community Organization

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Abstract

A purchasing decision is a process of making choices by integrating knowledge used to combine knowledge and evaluating two or more alternatives. Strategy is the primary key to survival and growth; besides that, consumers are also the most critical assets for a company's survival. If a company can meet or satisfy the desires of consumers, it will get loyalty from its consumers; the company is legally obliged to study marketing strategies to influence consumers to decide to buy; the purpose of this research is to identify and analyze the influence and marketing (product, price, place, promotion, people, process, and physical evidence) applied by Surya Mart and Nusantara Mart Rationally and simultaneously on consumer decisions, I. The method used in this study is Quantitative, linear regression. The results of this study are 1) from the results of the quantitative test, the product sig value is 0.00, price 0.00, promotion 0.00, people 0.01, process 0.00, physical evidence 0.00, all of which are <0.05 , which means that six marketing strategies have a significant effect on consumer decisions and only one is less effective in influencing place <0.05 . Meanwhile, the simultaneous test results were $0.00 < 0.05$, which means that marketing strategies (marketing (products, prices, places, promotions, people, processes, and physical evidence) simultaneously positively affect consumer decisions.

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INTRODUCTION

Today's business world that business people cannot avoid includes updates, technology, competition, marketing strategies and so on, competition in the business world is a common thing that has happened from ancient times until now. Competition between companies with one another at this time is getting sharper, including in the retail business, this makes retail business people compete to innovate to run their business so that their efforts can survive and develop. so that business people must be able to develop themselves proactively. with the increasing number and development of both local and national retail businesses that have sprung up so that they are competing to attract attention What else during the enactment of free trade strategies, tactics and marketing programs that are applied must be more developed.

Companies must have a good and appropriate strategy to grow up a company because strategy is the main key to survival and development, besides that consumers are also among the most important assets for the survival of a company. What if a company can fulfill or satisfy consumer desires, it will get loyalty from its consumers, companies are obliged to study marketing strategies to influence consumers to decide to buy, if the application of marketing strategies is not correct, the company will find it difficult to compete with others. To increase the quality of the company in terms of services, products, prices, places and others and the quantity of consumers effectively and efficiently, company policy is strongly influenced by marketing strategy steps.

Purchasing decision is a process of consumers seeking information about the product they want or need, and then comparing one product with another, which then leads to a purchase decision (Tjiptono, 2014). Another opinion says that purchasing decisions are a process of determining choices by integrating knowledge used to combine knowledge and evaluate two or more of several alternatives (Kotler & Keller, 2016). This decision-making process begins with a need that is trying to be met. Fulfillment of these needs is related to several alternatives, so it is necessary to evaluate which aims to obtain the best alternative from consumer perceptions. In this comparison process, consumers need information whose amount and level of importance are adjusted to the needs of consumers and the situation they face.

Ponorogo is a district in East Java that is not inferior to other cities in terms of business, there are many modern retail companies both local and national national modern retailers such as indomaret totaling 20 and alfamart totaling 13, luwes 1, hypermart 1, while local retailers such as suryamart or surya swalayan there are around 17, bintang swalayan or now Nusantara Mart is approximately 7 and ismart is approximately 2 and many more individual local modern retailers (observation, in Ponorogo district, July 12, 2022).

From the data above that local retail is still inferior in number to national retail, local retailers must be smart in influencing consumer decisions to shop in place, especially local retailers are not yet well-known so this makes competition very difficult for local retailers to develop even to survive will be difficult. If we look at the products that are sold the same even the price is cheaper for a similar product. One consumer revealed why he chose to shop at a

national retailer, he reasoned that what was embedded in his mind was a minimarket that was well known and many in other cities (S. Marfuah, personal communication, August 28, 2021). Cofendi also stated that he often shopped at national minimarkets because he felt that the items he was looking for were complete. (C. Andika, personal communication, t.t.) Consumers will usually choose to shop at shopping places that can meet their needs and desires, so as an entrepreneur or company owner must be smart in reading the needs and desires of their consumers.

From the initial survey conducted by researchers that the consumer decisions of the Ponorogo community are strongly influenced by the right marketing strategy, for example, the public will choose to shop at a complete shopping place, there are many promotions or discounts, the place is strategic and has parking lots and others. Therefore there are indications that the strategies carried out by national retailers are more prime / right than the marketing strategies applied by local Ponorogo retailers. As revealed by David Efendi, an economic observer in Ponorogo Regency, the change in people's lifestyle in shopping at this time began to occur in Ponorogo. All of this with reference to the development factor of the national network retail business, from time to time the retail business continues to grow (Wulandari, 2014). Local retailers should have more control over the market, and have a better strategy, because most of the local retailers in Ponorogo are owned by institutions or mass organizations of the Ponorogo community. In addition, local retailers have several advantages including social capital, promotion through mass organizations, mosques and others.

Ponorogo is a city or regency in the East Java province, known as the city of reog, during the pandemic the economy of Ponorogo tends to decline as shown below:

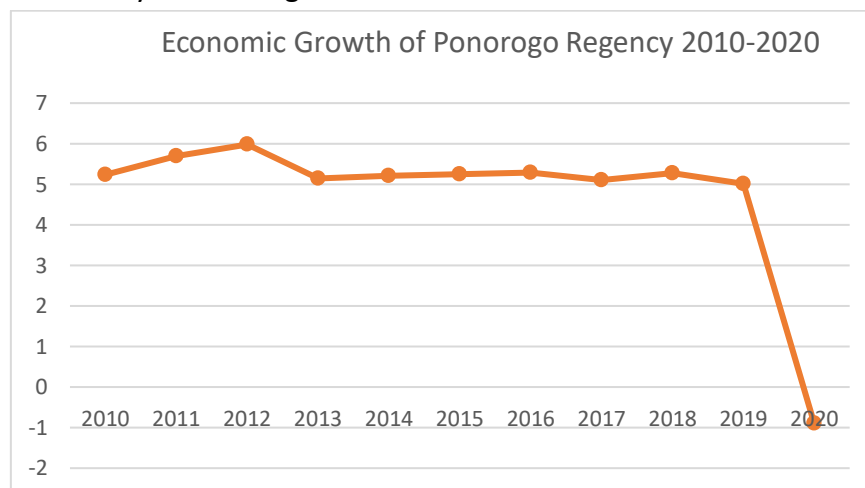


Figure: 1 Economic Growth of Ponorogo Regency

From Figure 1, we can see that from 2018 to 2019 the economy of the Ponorogo city tends to decline as well as the economy in 2020 the economy has decreased greatly when compared to previous years but the growth of national modern retail tends to increase, we can see that the number of national retailers in the Ponorogo Regency is around 30 to 40 and even the Ponorogo Regency government has stopped national network retail licenses. (Indonesia TIMES, 2023).

From the above explanation, why this research is important, because according to the researcher there are several indications: 1) there are indications that people's decision to shop prefers to shopping places that are not charitable businesses of Islamic organizations, even though charities owned by Islamic organizations have advantages that are not owned by non-Islamic organization companies, 2) there are indications that the shopping decisions of the Ponorogo community are not only influenced by business strategies such as the theory in generally.

And the purpose of this research is at least three, namely: analyzing the influence of marketing strategies (product, price, place, promotion, people, physical evidence) on buyers' decisions, both purely and simultaneously on the charity of the Islamic organizations Nahdhatul Ulama (Nusantara Mart) and Muhamadiyah (Surya Mart in Ponorogo).

RESEARCH METHODS

In this study the authors used quantitative research with an associative approach. Quantitative research is research conducted by collecting data in the form of numbers, the data is processed and analyzed to obtain scientific information behind the numbers (Martono, 2017). Associative quantitative research is research that aims to determine the relationship between two or more variables. The form of the relationship is causal, which is a causal relationship. The data used in this study are primary data. The primary data used is in the form of a questionnaire taken from consumers of business charities belonging to Islamic organizations in Ponorogo.

In this study, the population taken was all national and local network retail consumers in Ponorogo Regency. Sampling in this study researchers used cluster sampling techniques because the population in this study was quite large. According to Sugiono, "cluster sampling or what is commonly referred to as sampling area is a sampling technique when the object or data source being studied is too broad" (Sugiyono, 2011). Furthermore, the Incidental sampling technique researchers use to determine the sample. Accidental sampling is "a sampling technique based on chance" (Sugiyono, 2011). This means that if the researcher meets anyone who is considered suitable as a data source, it can be used as a sample.

Researchers used 2 data collection techniques, namely: a) Questionnaire, namely, a tool for digging up information by asking a number of written questions to respondents. b) Interview, to dig up in-depth information about marketing strategy data and consumer interest in both national and local networked retailers, researchers use interviews.

Variablel is a concept that has a variety of values, and is the factor under study. In this study, there are 2 (two) variables used, namely: free variables and dependent variables. a) Free variables, there are 2 free variables, namely marketing strategy. The indicators include: 1). Place, 2). Price, 3). Product, 4). Promotion, 5) People (HR), 6) Process, 7) Physical.

Facilities. The measurement scale used in order to obtain the variable score is a Likert scale with 5 (five) alternative answers, namely Strongly Agree, Agree, Disagree, Disagree, and Strongly Disagree. b) The dependent variable in this study is consumer interest. The indicators of this variable include: 1) Steadiness to buy after knowing product information, 2). Deciding

to buy because of the most preferred brand, 3) Buying because it suits your wants and needs, 4) Buying because you get recommendations from others. Someone will be influenced by the influence given from others. The measurement scale used in order to obtain the variable score is the same as the previous variable. The analysis is carried out using the following Steps

- a. Validity and reliability testing
- b. Classical assumption testing which includes normality test, test, multicollinearity, and heteroscedasticity test
- c. Hypothesis testing which includes multiple linear regression models, t-test, F-test, and determination coefficient.

RESULT AND DISCUSSION

Data Validity (Instrument)

The calculation of the internal consistency of a study shows that all questionnaire items have an adequate internal consistency index if the index is at least 0.300. The results of item validity in the marketing strategy questionnaire consisting of 30 items and consumer decisions consisting of 7 items show that all items have high internal consistency or are valid.

The results of the questionnaire test were carried out at the Surya Mart and NUsanantara Mart local network retailers in Ponorogo with 100 consumers filling out the questionnaire. The results of data processing show the following results:

- a. The reliability coefficient of the Nusantara Mart and SuryaMart marketing strategy questionnaire is 0.919.
- b. The reliability coefficient of the Nusantara Mart and SuryaMart Consumer Decision questionnaire is 0.73

With a minimum reliability limit of 0.70, the service quality questionnaire is suitable for use as a research instrument.

Classical Assumption Test

Normality Test

The normality test was carried out twice, namely each marketing strategy and consumer decisions at Nusantara Mart and Surya Matr with a significance level of 0.05. If the Sig value > 0.05 then it is said to be normal. A summary of the results of the population normality test using the monte carlo method is presented in the following table.

Table 1. Summary of Normality Test Results

Retail Type	N	<i>Sig.</i>	Test Decision	Summary
Strategy	100	0,115	H0 is not rejected	Normal
Decision	100	0,340	H0 is not rejected	Normal

Multicollinearity Test

Multicollinearity test is to see whether there is a high correlation between the independent variables in a multiple linear regression model. If there is a high correlation

between the independent variables, the relationship between the independent variable and the dependent is disrupted.

Decision making; There are no symptoms of multicollinearity if the tolerance value > 0.100 and VIF < 10.00.

Table 2. Multicollinearity Test Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	0.491	2.037
	Price	0.619	1.615
	Promotion	0.621	1.609
	Place	0.441	2.267
	People	0.447	2.237
	Process	0.353	2.835
	Physical Evidence	0.461	2.169

Heteroscedasticity Test

The heteroscedasticity test is to see if there is an inequality of variance from the residuals of one observation to another. In this study, the heteroscedasticity test used the Glejser test. If the significance between the independent variable and the absolute residual is greater than 0.05 then there is no symptom of heteroskedasticity

Table 3. Heteroscedasticity Test Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.593	0.934		1.706	0.091
	Product	0.031	0.053	0.086	0.590	0.557
	Price	0.001	0.047	0.002	0.019	0.985
	Promotion	-0.036	0.039	-0.120	-0.928	0.356
	Place	-0.038	0.055	-0.106	-0.690	0.492
	People	0.001	0.066	0.002	0.011	0.991
	Process	-0.071	0.076	-0.17	-0.931	0.354
	Physical Evidence	0.043	0.073	0.091	0.594	0.554

Multiple Linear Regression Test

The results of multiple linear regression and F test are shown in Table 4 and Table 5. Based on Table 4, the regression model can be written as follows

$$\text{decision} = 1.496 + 0.450 * \text{product} + 0.341 * \text{price} + 0.245 * \text{promotion} + 0.224 * \text{place} + 0.324 * \text{people} + 0.572 * \text{process} + 0.903 * \text{physical evidance} + \text{error}$$

Table 4. Multiple Linear Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.496	1.357		1.103	0.273
Product	0.450	0.077	0.305	5.863	0.000
Price	0.314	0.069	0.212	4.578	0.000
Promotion	0.245	0.056	0.201	4.353	0.000
Place	0.224	0.080	0.154	2.812	0.006
People	0.324	0.095	0.186	3.407	0.001
Process	0.572	0.100	0.351	5.721	0.000
Physical Evidence	0.903	0.104	0.468	8.715	0.000

Based on Table 4, the results of the t test can be explained as follows

- In the product variable, it is known that the sig value is $0.000 < 0.05$, then reject H1 and it is concluded that the product has an effect on the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the price variable, it is known that the sig value is $0.000 < 0.05$, then reject H2 and it is concluded that price affects the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the promotion variable, it is known that the sig value is $0.000 < 0.05$, then reject H3 and it is concluded that promotion affects the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the place variable, it is known that the sigs value is $0.006 < 0.05$, then reject H4 and it is concluded that place affects the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the people variable, it is known that the sig value is $0.001 < 0.05$, then reject H5 and it is concluded that people affect the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the process variable, it is known that the sig value is $0.000 < 0.05$, then reject H6 and it is concluded that the process affects the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency
- In the Physical Evidence variable, it is known that the sig value is $0.000 < 0.05$, then reject H7 and conclude that Physical Evidence affects the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency

Hasil uji F ditunjukkan pada tabel 5. There is an interaction between the name and marketing strategy on consumer decisions, which can be known from the results of the research in the *P-value* of $0.0003 < 0.05$ so that *H08* is rejected.

Table 5. Test F

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	715.729	7	102.247	94.427	0.000b
Residuals	99.619	92	1.083		
Total	815.348	99			

The influence of partial marketing strategy on the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency

In theory, consumers who are affected by a good strategy will feel interested in what they see, feel and listen to, according to Tjiptono The definition of a consumer purchase decision is a process where consumers know their problems, look for information about certain products or brands (Kompas, 2023). According to Schiffman Kanuk, a purchase decision is the choice of two or more alternative purchase decision options, meaning that a person can make a decision, there must be several alternative options available (Kompas, 2023).

From this theory, it can be concluded that consumers will decide what if a consumer knows what they need and knows the product and brand information >they get. Which means that people in deciding to shop do not distinguish the strategy applied by Surya mart and Nusantara mart.

Likewise, from the results of the lualitatic data that the researcher obtained about consumer decisions, both surya mart and Nusantara mart

From the data obtained: 1) Consumer decisions on products Based on the results of the author's research in the field, it can be concluded that the products that Nusantara Mart and Surya Mart in Ponorogo provide products that are diversified with good quality goods in each product offered. so that consumers are interested and decide to shop at Nusantara Mart and Surya Mart. 2) Consumer decisions on the price from the data obtained can be It is concluded that the price strategy can influence consumer decisions and the prices set by both Nusantara Mart and Surya Mart are almost the same as each other. 3) Consumer decisions on the location of the Company, from the data obtained by the researcher, it is concluded that in terms of the location of Nusantara Mart and Surya Mart has implemented the place strategy well. Determination of a good and strategic location and distribution to achieve consumer comfort to attract consumers to shop on the spot. 4) Consumer decisions about promotions. From the data obtained, it is concluded that both Nusantara Mart and Surya Mart in Ponorogo carry out promotions to attract consumers to shop what they need, so that consumers in shopping often see promotions carried out by Nusantara Mart and Surya Mart they do not distinguish where the release is carried out, the important thing for consumers is that there is a promotion. 5) Consumer Decision on *People* (HR) that is implemented. From the data obtained by the researcher, it is known that in the application of *people's* strategies, Nusantara Mart and Surya Mart in running a business always try to be responsible, honest, and maintain the trust of consumers, employees and the community and have a polite and attractive appearance, so that consumers are used to it and they do not distinguish which is

better, they think that human resources Nusantara Mart and Surya Mart have been well selected and have the same standard.

6) Consumer decisions on the process carried out by Nusantara Mart and Surya Mart. From the data obtained by the researcher, in the implementation of the process strategy from the beginning of purchasing products to consumers is very regular, starting from the preparation process, explaining the product description to consumers to reminding consumers of the goods purchased. The store always serves customers who come in a friendly and polite manner, all employees work without any difference. The charity business of Islamic organizations that exist in Ponorogo Nusantara Mart and Surya Mart is also open to consumers in terms of product quality by showing the arrangement of goods on display and answering as it is related to product information without subtracting or adding according to the condition of the existing goods, so that consumers do not distinguish between Nusantara Mart and Surya Mart. Because the process of equality has a good relationship. 7) Consumer decisions on physical evidence. From the data obtained by the researcher, in the implementation of the physical evidence strategy at Nusantara Mart and Surya Mart in Ponorogo, they provide services to consumers with adequate facilities. The existing facilities include employee rest areas, parking areas, air conditioning, so that consumers are equally comfortable when shopping at Nusantara Mart and Surya Mart.

The influence simultaneous marketing strategy on the decision of Nusantara Mart and Surya Mart consumers in Ponorogo Regency.

There is an interaction between the name and marketing strategy on consumer decisions, which can be known from the results of the research in the *P-value* of $0.0003 > 0.05$ so that *H08* is rejected. From these results, it can be concluded that there is a significant interaction of the influence of marketing tactics on consumer decisions, consumer decisions will be affected by marketing strategies carried out by Nusantara Mart and Surya Mart.

CONCLUSION

From the theoretical study and analysis results and referring to the problem formulation described in the previous chapters, it can be concluded that: 1) product has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 2) price has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 3) promotion has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 4) place has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 5) people have a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 6) process has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 7) physical evidence has a positive and significant effect on shopping decisions at Nusantara Mart and Surya Mart. 8) product, price, promotion, place, people, process, and physical evidence together influence shopping decisions at Nusantara Mart and Surya Mart.

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